



City of Charleston
South Carolina

JOSEPH P. RILEY, JR.
MAYOR

BARBARA W. VAUGHN
DIRECTOR
PUBLIC INFORMATION

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USCM CITY LIVABILITY AWARD PRESENTED

Charleston, SC- Mayor Joseph P. Riley, Jr. and Jimmy Bailey, CEO and founder of YEScarolina were presented the 2009 US Conference of Mayors City Livability Award this morning, October 16, 2009. The award was for the Palmetto Artisan Program, set up to create entrepreneurship training and provide oversight for the local enterprising youth who were selling palmetto roses in the City of Charleston. Jocelyn Bogen, Director of City Livability Awards Program for the USCM and Everett Bass, Vice President, Community Relations and Public Sector Services, Waste Management, Inc., were in Charleston for a breakfast to present the award and recognize local members of the Palmetto Artisan team. Waste Management is the sponsor of the program.

For the past 30 years, cities have competed for this very prestigious award, which recognizes mayoral leadership for developing and implementing programs that improve the quality of life in America's cities. The winning cities were selected by former mayors from a pool of over 200 applicants. Sponsored by The U.S. Conference of Mayors and Waste Management, the program focuses on mayoral leadership, creativity and innovation, and broad impact on the lives of city residents.

FIRST PLACE PROGRAM DESCRIPTION:

Charleston, SC (Large City) - The Palmetto Artisan Program is an entrepreneurial skill program that was created to help local youth who were selling roses fashioned from palmetto tree fronds become legitimate business vendors. The program was created as an answer to the growing concerns about local youth referred to as "Rose Kids", who developed a negative reputation for exhibiting aggressive behavior, littering, blocking sidewalks and removing palmetto fronds from private property. Business owners, residents and visitors to Charleston complained about the children and the challenges that they posed. The City decided that rather than prohibit the children's business venture that they would promote their creativity, encourage their entrepreneurial spirit and provide an opportunity for the children to sell their wares while serving as a complementary activity to the City's tourism market. The program includes a week long after-school program called BIZ Camp. The camp is taught by National Foundation for Teaching Entrepreneurship professionals and YEScarolina (Youth Entrepreneurship South Carolina). The purpose is to engage the youth in business and

entrepreneurship learning in a recreational setting. BIZ Camp teaches customer service, marketing techniques, social skills and provides real world applications of math and reading skills. The City has provided a downtown recreation center where graduates of the program check in to receive free fronds for their roses, nourishment and mentoring.

Mayor Riley said, "I am honored that the City of Charleston received the 2009 City Livability Award. The Palmetto Artisan Program could not be as successful as it is today without the hard work and dedication of the staff behind this special program. I encourage other cities to turn ongoing "problems" into constructive learning experiences within their communities. This program is a wonderful example of taking control of a city conflict and working to make it a positive contribution to our City. I thank each and every person that has been involved in the Palmetto Artisan Program."

Jimmy Bailey said, "The goal for YEScarolina has been to create and provide a model program for teaching entrepreneurship. Training in basic business skills, inspiring growth and enthusiasm and creating excitement for the youth who are marketing Palmetto roses has been a source of pride for our program. These skills will make a difference in the future of these youth and in our community.

FOR MORE INFO:

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